

Message Text

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ACTION EA-09

INFO OCT-01 ISO-00 EB-08 XMB-04 USIA-15 /037 W

-----250335Z 031030 /73

R 250225Z JAN 77

FM AMEMBASSY MANILA

TO SECSTATE WASHDC 5223

USDOC WASHDC

UNCLAS SECTION 1 OF 2 MANILA 1177/1

E.O. 11652: NA

TAGS: BEXP, RP

SUBJ: FY 1977 COUNTRY COMMERCIAL PROGRAM (CCP) - FIRST QUARTER

REPORT OCT. NOV. & DEC. 76 FOLLOWING "FIVE QUARTER" FY 76 YEAR

SUMMARY: WHILE MUCH WORK HAS BEEN DONE ON ALL OF THE OBJECTIVES IN THE ACTION SECTION OF THE CCP, THE MOST PROGRESS WAS MADE IN THE EXPANSION OF PROMOTIONAL AND SERVICE OPERATIONS OF THE U.S. BUSINESS CENTER, THE PROMOTION AND REINFORCEMENT OF THE PHILIPPINE PREFERENCE FOR AMERICAN BUILDING SUPPLIES AND EQUIPMENT, PROMOTION OF U.S. METALWORKING EQUIPMENT, PROTECTION OF U.S. FIRMS AND EXPORTS AGAINST DISCRIMINATORY MEASURES, PROMOTION OF ENGINEERING CONSULTING SERVICES, AND THE MONITORING OF DEVELOPMENTS IN THE PHILIPPINE RAW MATERIALS INDUSTRY. END SUMMARY.

1. THE HEART OF CCP CAMPAIGN NO. 1, TO PROMOTE AMERICAN LOGGING/FORESTRY AND WOOD PROCESSING EQUIPMENT AND SUPPLIES, WAS A TYPE I TRADE FAIR TO BE HELD IN MARCH 1977. WHILE THIS SHOW WAS SHIFTED BY COMMERCE TO NOVEMBER 1977, WE HAVE MADE PROGRESS PROMOTING THE INDUSTRY BY ENCOURAGING INDIVIDUAL AMERICAN FIRMS TO SELL HERE AND TO SIGN UP WITH COMMERCE FOR THE SHOW.

2. CAMPAIGN 2 OBJECTIVE OF EXPANDING ACTIVITIES AT THE EMBASSY'S U.S. BUSINESS CENTER ENJOYED NOTABLE SUCCESSES

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THROUGH: (1) LOCALLY MOUNTED PRINTING AND GRAPHIC ARTS EXHIBITION THAT HAD PROJECTED SALES OF \$2.37 MILLION; (2) SERVICES TO A WASHINGTON RECRUITED METAL-WORKING TRADE MISSION THAT HAD PROJECTED SALES OF BETWEEN \$500,000 TO \$1 MILLION; (3) SERVICES TO AN ILLINOIS STATE TRADE MISSION THAT ESTABLISHED IMPORTANT CONTACTS FOR ILLINOIS MANUFACTURERS; (4) THE PROGRAMMING OF A

CALIFORNIA STATE TRADE MISSION THAT ESTABLISHED SEVERAL AGENCY RELATIONSHIPS; (5) THE MOUNTING OF A WASHINGTON RECRUITED CATALOG SHOW ON BUILDING SUPPLIES AND EQUIPMENT THAT IS EXPECTED TO PRODUCE OVER \$3 MILLION IN SALES; (6) THE MOUNTING OF AN ELEVEN-BOOTH LOCALLY RECRUITED TRADE EXHIBITION, ON THE LATTER THEME, WHICH IS EXPECTED TO RETURN \$3 TO \$5 MILLION IN SALES; (7) LAYING THE GRONDWORK FOR A BUSINESS CENTER PROMOTION OF HEALTH CARE EQUIPMENT AND SUPPLIES BY COMPLETING A GLOBAL MARKET SURVEY ON THAT SUBJECT; AND (8) PROGRAMMING OF A TRANSPORTATION SEMINAR FOR THE PORT OF SEATTLE AUTHORITY.

3. CCP CAMPAIGN NO. 3 PROMOTING ENERGY SYSTEMS IS PROCEEDING ON SCHEDULE WITH ROUTINE ACCOMPLISHMENTS IN EACH ACTION AREA.

4. CAMPAIGN NO. 4 EFFORTS TO PROMOTE EXIMBANK PROGRAMS ARE ON SCHEDULE AND HAVE RECEIVED SOME ATTENTION, BUT THE BANK'S APPARENT RETRENCHMENT IN EXTENSION OF CFF LINES HAS SLOWED PROGRESS IN THIS AREA. IN ADDITION, WE FIND EXIM CHAIRMAN DUBRUL'S RECENT COMMENTS RELEVANT, I.E., THAT EXPORT FINANCING IS SUBORDINATE TO OTHER MARKET FACTORS, SUCH AS PRICE AND QUALITY OF PRODUCT.

5. CAMPAIGN NO. 5 WORK TO PROMOTE THE PHILIPPINE PREFERENCE FOR AMERICAN BUILDING MATERIAL IS ON SCHEDULE AS MENTIONED IN CONNECTION WITH BUSINESS CENTER ACTIVITIES. MAILINGS FOR THIS SHOW EXCEEDED 5,000 AND RESPONSES WERE HIGHER THAN WE HAVE EVER HAD FOR A CATALOG SHOW.

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6. CCP "NON-CAMPAIGN ACTIVITY ONE" TO COMMENCE FORMAL TALKS HAVE NOT YET BEEN REALIZED. WHILE THE EMBASSY HAS TRIED TO KEEP THE COMMUNICATION LINES OPEN, THE BALL IS IN THE PHILIPPINE COURT. WE EXPECT A PHILIPPINE PROPOSAL OF SOME KIND DURING THE NEXT FEW MONTHS. EMBASSY CONCLUDED IN OCTOBER A DIPLOMATIC AGREEMENT ON AMATEUR RADIO OPERATIONS.

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7. ACTIVITY TWO: TO GIVE TIME TO THE MATTER OF PROTECTING U.S. FIRMS AGAINST DISCRIMINATORY MEASURES HAS RECEIVED MUCH ATTENTION. WHILE SOME PROGRESS HAS BEEN MADE, ONE NEW PROBLEMS HAS DEVELOPED (SEE MANILA 797).

8. ACTIVITY THREE AND SEVEN: TO MAKE CONTRIBUTIONS TOWARD MULTINATIONAL NEGOTIATIONS AND TO SECURE ACCESS TO PHILIPPINE RAW MATERIALS, ARE MOVING FORWARD. AGREEMENTS FOR SUGAR AND ABACA ARE BEING CONSIDERED. POST IS FOLLOWING THESE CONSULTATIONS AND REPORTING AS THE ISSUES DEVELOP. NEGOTIATIONS ARE ALSO TAKING PLACE (DURING PERIODIC MEETINGS OF THE TEXTILE COMMITTEE IN GENEVA) ON THE RENEWAL OF THE MULTI-FIBER ARRANGEMENT. THE POST MAINTAINS CLOSE CONTACT WITH THE PHILIPPINE NEGOTIATORS AND REPORTS PERIODICALLY ON THE GOP POSITION AND POINT OF VIEW.

9. ACTIVITY FOUR: TO FACILITATE U.S. CIVIL AIR INTERESTS, HAS NOT PRODUCED MUCH PROGRESS THIS QUARTER ALTHOUGH WE HAVE SPENT TIME TRYING TO PERSUADE THE GOP TO SPEED CLEARANCE PROCEDURES AND HAVE SUPPORTED OUR AIRLINES IN THEIR REQUESTS FOR INCREASED FREQUENCIES.

10. ACTIVITY FIVE: TO PROMOTE U.S. PARTICIPATION IN MAJOR PROJECTS THROUGH ALERT REPORTING, IS BEING CARRIED ON AT A GOOD PACE AND CONSIDERABLE BUSINESS IS EXPECTED
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TO RESULT.

11. ACTIVITY SIX: TO PROMOTE ATTENDANCE AT U.S. TRADE SHOWS, BORE FRUIT IN THIS QUARTER. A GROUP OF 29 POTENTIAL BUYERS WILL ATTEND THE INTERNATIONAL TRUCKING SHOW IN ANAHEIM, CALIFORNIA IN MARCH.

12. DURING THE QUARTER WE MADE INTENSIVE PREPARATIONS WITH THE COOPERATION OF THE COMMERCIAL OFFICERS AND PUBLIC AFFAIRS OFFICERS OF SIX POSTS THE USIA REGIONAL SERVICE CENTER, AND USIS MANILA -- TO MEET THE JANUARY

DEADLINE FOR THE FIRST ISSUE OF TRADE USA, A SLICK
BIMONTHLY COMMERCIAL NEWSMAGAZINE FOR THE ASEAN REGION
AND HONG KONG. THE FIRST RUN WAS 12,400 COPIES. SEE
MANILA A-08, JANUARY 17, 1977.

13. STAFFING CONTINUED TO BE SHORTHANDED, AS THE
VACANCY FOR THE E/C COUNSELOR AMOUNTED TO 60 FSO
WORK-DAYS. FOR THE CALENDAR YEAR 1977, THE TOTAL LOSS
OF FSO WORK-DAYS, EXCLUSIVE OF ANNUAL AND SICK LEAVE,
WAS 154.

14. THE EXECUTIVE AND ADMINISTRATIVE SECTIONS, USIS,
AND RSC HAVE PROVIDED EXCELLENT ASSISTANCE TO OUR
PROGRAMS THIS QUARTER, AS USUAL.
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